

ABSTRACT

A method of identifying and expanding a database of potential employees from a predetermined pool of prescreened candidates supplied by the initiating entity. The predetermined pool being the first of infinite generations of prescreened candidates who may be rewarded for referring other qualified candidates. The initiating entity will create and maintain the screening criteria to minimize the number of unqualified resources and the costs associated with this number, and maximize the value of the resources expended on the recruitment endeavor. The resulting expanded database can be used to generate focus groups that may have similar interests based on parameters such as education, geographic location, economic status and other parameters.